

NEWARK  
PUBLIC  
INFORMATION  
OFFICE



City Hall, 920 Broad Street, Room 214  
Newark, New Jersey 07102  
(201) 733-8004  
Sharpe James, Mayor  
Pamela E. Goldstein, Director

December 6, 1996

Mr. Frank Lalli  
Managing Editor  
Money Magazine, Inc.  
Time-Life Building  
Rockefeller Center  
New York, New York 10020

Dear Mr. Lalli:

I am writing this letter concerning the unfair treatment of Newark, New Jersey in the recent edition of Money Magazine, which listed Newark as the "least safe" city in America. It is quite disturbing to be identified as such since Newark does not lead in the FBI's most significant crime categories, such as murder and assault.

Therefore, I am requesting that you provide me with a full explanation of the formula you used to conduct the survey which deduced that Newark is the least safe city in the country. I am particularly interested in the methodology you used to determine your final outcome.

Lalli letter

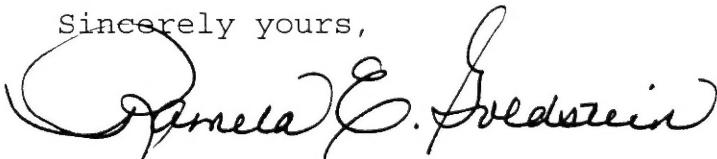
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Finally, I would like clarification on the following: a profile of the 500 people interviewed; information confirming the validity of the method; methods you have used in previous similar surveys, and the sources you used to verify your information.

Thank you for your prompt attention to this matter.

Sincerely yours,

A handwritten signature in black ink, reading "Pamela E. Goldstein". The signature is fluid and cursive, with a large, looping initial "P".

Pamela E. Goldstein  
Communications Director

PEG/jg